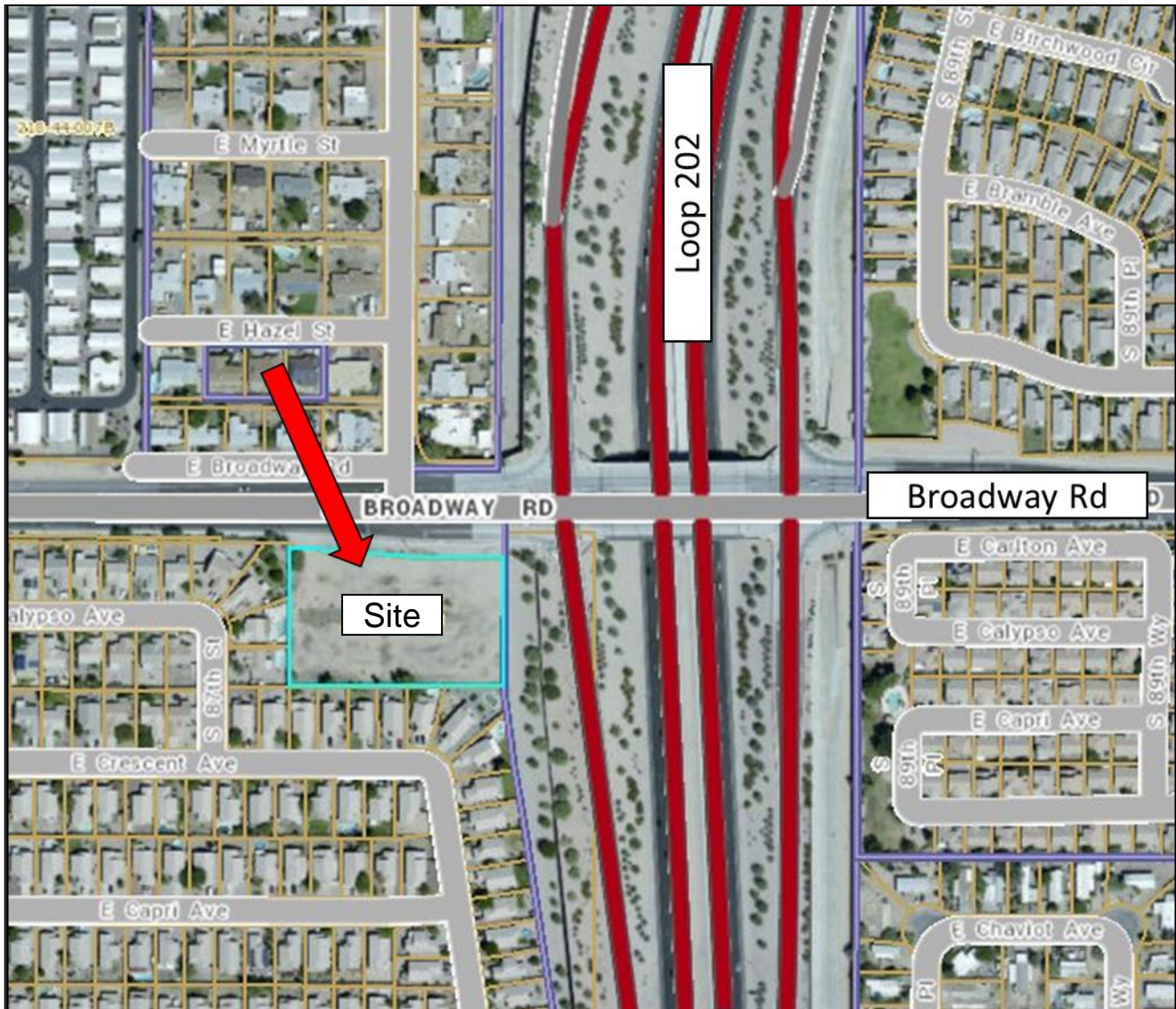


# Project Description

Broadway Self Storage  
8751 East Broadway Road, Mesa  
PRS17-00281



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**Rezoning from RM-3, PAD to LC, BIZ  
to allow for the Development of a Self-Storage Facility**

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**A. Purpose of Request**

The purpose of this request is to enable the development of a new, Class-A, climate controlled self-storage facility on an otherwise vacant and awkward infill lot. The project will provide convenient and high-quality storage options for nearby residents and businesses while providing an appropriate buffer from the adjacent freeway.

**B. The Property**

The subject property (the “**Property**”) is a roughly 3-acre site located at the southwest corner of Broadway Road and the Loop 202 Freeway, Assessor Parcel No. 218-53-466B, as seen on the attached aerial map. The Property has a General Plan designation of Neighborhood Suburban and is currently zoned Multiple Family Residential-3, Planned Area Development (RM-3, PAD).

The Property is currently vacant and is a leftover, remnant parcel from the construction of the Loop 202 Freeway. As such, the Property has severe limitations to development. With the freeway access turn lane bordering the north edge of the property, access to the site is limited to a single drive aisle on Broadway. The location of this drive aisle is pre-determined by ADOT easements. Ingress / egress through this single drive aisle is only possible through right-in / right-out turn movements to and from the eastbound half of Broadway Road. Additionally, a series of utility lines run east-west along the north property line and a large, overhead freeway sign is directly in the front of the Property.

**C. Description of Proposal**

The proposed project consists of a 2-story, Class-A self-storage facility totaling roughly 87,000 square feet. The building is setback 40 feet from both the south and west property lines and includes 10 feet of landscape and retention buffers within that setback. New landscaping will also be provided along the north property line and along the north building elevation. A new, 6-foot tall solid perimeter wall will be built along the east property line to match the existing walls along the south and west property lines.

A roughly 1,000 square feet office/lobby will face Broadway Road and is located near the visitor parking spaces. A 30-foot wide drive aisle and fire access lane encircles the building; however

vehicular access to the majority of the site is limited to only returning customers with secured access codes for the drive-aisle security gates.

The facility will also feature a unique, “drive-up” aisle through the center of the building to provide clientele with a convenient, internal and air-conditioned unloading area. All of the storage units will be indoor and climate controlled and the project will incorporate 24hr video surveillance.

#### **D. Relationship to Surrounding Properties**

To the south and west of the Property is RS-6, PAD zoned property developed with single family homes. To the north is the major arterial of Broadway Road, followed by County island properties. To the east is the Loop 202 freeway. As such, the Property is ideally located for the proposed self-storage facility. The Property has freeway frontage, which typically encourages intense land uses, however the site is also adjacent to an existing residential community.

Self-storage is a low-intensity commercial use with minimal traffic generation. The site has no vehicular connection to the adjacent neighborhood and therefore does not encourage cut-through traffic. The use has predictable hours of operation and high levels of security to ensure protection of clientele belongings. The 2-story building height is in-line with surrounding uses and less than permitted under the current zoning. A taller, multifamily project, as permitted under the existing zoning, would likely provide much more noise and traffic to the detriment of the adjacent single-family homes.

#### **E. Conformance with the General Plan**

As previously noted, the Property has a General Plan designation of Neighborhood Suburban. As part of a total neighborhood area, this designation encourages commercial uses along arterial frontages and at major intersections. The predominate building height is 1-story and 2-story, although 3-story and 4-story is permitted where appropriate. The proposed project adheres to these standards. Additionally, the proposal meets or exceeds several General Plan policies and strategies including:

*Redevelopment P2: Encourage and facilitate infill development that improves the quality of the neighborhood.*

- A vacant property adds no value to a neighborhood and is often a beacon for undesirable activity. The proposed projects will develop an awkward, vacant lot

with a successful project that will improve the quality of the neighborhood while providing a convenient amenity for its residents and businesses.

*Neighborhood S5: Investigate strategies and incentives to encourage appropriate infill and property reuse consistent with neighborhood goals and values.*

- The City's adopted Bonus Intensity Zone (BIZ) Overlay District provides some flexibility to enable and encourage the development of otherwise difficult infill sites like the subject Property.

#### **F. Bonus Intensity Zone (BIZ) Conformance**

City Council may approve modifications to the underlying district development standard provided the project provides distinctive, superior quality design and addresses environmental performance standards.

##### ***Distinctive, superior quality design application:***

Typical baseline self-storage facilities tend to consist of rather monotonous building facades constructed with painted CMU, metal paneling or a combination of both. Multi-level buildings will frequently range from 3-4 stories tall with little articulation or fenestration on the upper levels, full perimeter parapet walls and little or no roof variation. The rental office entry is mostly non-descript, not relating to the customer approach, and offers few basic customer amenities. Entry doors on random building sides provide customer loading areas, only occasionally with some shade or cover.

This proposed facility will greatly exceed those baseline facility characteristics in all areas. This facility, while allowed up to 3-stories, is proposed to be only 2-stories tall with a maximum height of 30'-0'. The street side building façade (north side) will include many articulations within the façade and include combinations of integral colored CMU, stucco, storefront glazing, steel accents with varied parapet wall and roof elements. The main customer entry to the rental office will be clearly identified and distinguished with storefront glazing, colorful façade treatments and distinctive roof/shade elements. There will also be an outdoor pedestrian courtyard area of approximately 1,100 s.f. in the area between the customer parking and the main rental office. This courtyard area will be mostly shaded with a combination of canopy trees, roof overhangs and other building integrated shade elements. Combined with the new landscaping enhancements along Broadway Road and the project will provide a greatly enhances aesthetic to this otherwise barren corner.

The remaining building facades (west, south and east sides) while less articulated, will all include combinations of integral colored CMU, stucco and some minimal glazing fenestration at the upper level strategically located to provide some natural lighting into the customer access

hallways in the storage areas. Additional steel accent shade elements will be provided at the window fenestration to temper the solar impact and diffuse the natural lighting affect.

All storage space, exterior and interior accessed units, will be fully air-conditioned space. This is the most superior level of storage space provided. All exterior accessed units are provided with an insulated roll-up door which has the added benefit of smooth operation and mitigated sound. Perhaps the most unique and superior aspect of this facility will be the accommodations for loading access for the majority of the storage space. This facility will be constructed with an interior, fully air-conditioned, drive-thru loading area that provides direct drive-up access to interior storage units, interior hallways and elevators providing access to upper level space. This will ensure the most convenient and comfortable loading environment for all customers, while also containing the majority of loading activity to occur within the building envelop.

#### ***Environmental Performance Standards:***

One of the foremost factors in environmental performance is site selection. The selection of a site which does not require the destruction of raw, natural desert or the addition of new infrastructure (streets, utilities, etc.) to reach the site is key to smart growth and proper development. The property is a small, infill site, fully surrounded by developed land for either residential, commercial or transportation-related uses. No new streets or long utility runs are required to serve the Property. In short, the infill nature assures and efficient use of land.

While not a “greyfield” or “brownfield” site, the property is no less economically distressed and damaged. The construction of the Loop 202 freeway insured this leftover, remnant property would have difficulty being developed for a viable use. While the property is technical adjacent to the freeway, the freeway is recessed at this location, depriving the property of visibility typically afforded to freeway frontage land. The existing transportation system also creates limited access for the site, further damaging its economic prospects.

From an environmental design standpoint, the project recognizes the need to relate to the unique climatic and environmental factors associated with this proposed development. In response to these climatic conditions, a number of specific building elements will be chosen to specifically reduce the environmental impact of this project. Examples include the implementation of motion-activated LED interior lighting which will only rise to full illumination when clientele enter an area. Other items include LED exterior lighting, high efficiency air conditioning units, enhanced wall and roof insulation and high performing glazing systems, the incorporation of native, low-water consumption landscaping; these elements will greatly reduce our energy use and allow this facility to operate with superior efficiency.

This proposed development is an improvement to the on-site and surrounding environment. It is naturally compatible with the adjacent and surrounding uses and will provide needed storage space for residents and businesses in the area.



***Requested Deviations:***

The vast majority of the project adheres to the development standards of the LC district. Only the following deviations are requested, as permitted by the BIZ overlay:

Standard	LC District	BIZ Proposal
Building Setback for 2-story building adjacent to residential	50 feet	40 feet
Landscape Setback adjacent to single family residential (south and west)	20 feet	10 feet
Landscape Setback adjacent to non- single family residential (east)	30 feet	5 feet